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SCIENCE AND INDUSTRY

Among Florida Citrus Leaders



ROBERT W. RUTLEDGE

General Manager Florida Citrus Mutual
and active in advancement of Florida
citrus interests.

**This
Month**





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Canned Citrus Juice Saves Housewives' Time
Orange Crop Not Excessive Says Florida Citrus Mutual
Citrus Growing States To Combine Sales Efforts

Vol. 34, No. 11


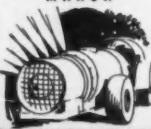
Bartow, Florida

November, 1953

Parathion sprays in fall and winter months

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30				

have no injurious effect on trees or fruit...

FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
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will not affect amount of fruit set next year

Parathion sprays do not reduce the soluble solids content or Vitamin C content of citrus, do not harm fruit color or retard degreening. This holds true even in winter months, when other methods of pest control may have a definite adverse effect on soluble solids content, Vitamin C content and degreening.

For winter spraying, insist on **THIOPHOS** Parathion

PARATHION INSECTICIDES ARE AVAILABLE FROM NATIONAL MANUFACTURERS

Consult your local agricultural authorities for suggestions on dosages and application procedures.

Write for new **PARATHION GROWER'S HANDBOOK**



AMERICAN Cyanamid COMPANY

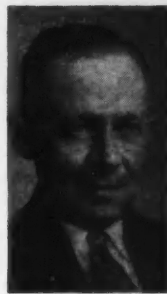
Manufacturer of **Thiophos** Parathion Technical
Agricultural Chemicals Division
Brownsville, Florida



R. M. Pratt

Citrus Insect Control For November, 1953

W. L. THOMPSON AND R. M. PRATT*
FLORIDA CITRUS EXPERIMENT STATION
LAKE ALFRED



W. L. Thompson

Purple mite infestations have been increasing during the past month in spite of the occurrence of considerable wet weather. Infestations of this mite are expected to increase in most groves during November. Since purple mite injury in the fall may lead to severe leaf drop under certain weather conditions, control measures should not be neglected.

Rust mite activity is increasing and the level of activity is expected to remain high through November. In mid-October, 79 percent of the groves surveyed were infested, and nearly a third of these had heavy infestations.

Purple scale activity has been at a low level for the past two months, and little change is expected during November. As always, there are some groves more heavily infested than the average, and in these particular attention should be given to checking for scales on and around the buttons of the fruit. Infestations in this area may cause the fruit to drop.

Red scale activity is higher, but no general problem is expected to occur this fall. A number of reports of heavy spot infestations have been received. In some of these cases, control measures should be applied.

Spray Program

Purple and red scale infestations are fairly low but some groves have a fairly heavy infestation of either one or both species. Chaff scale has been observed on some tangerine crops. Chaff and purple scales will prevent degreening where they have settled on the fruit. These green spots are a definite grade lowering factor. Where treatments are necessary, the scalicide should be applied as early in November as possible, especially where tangerines are in-

festated with either purple or chaff scale.

Parathion is the preferred scalicide during this period of the year. For the most satisfactory control apply it during warm calm days. Oil emulsions are effective, but if freezing weather occurs any time during the winter those trees sprayed with oil are more likely to be injured. An application of oil in November or any of the winter months may affect the trees in such a way that a normal amount of bloom will not develop next spring. Fall and winter oil sprays also retard degreening of valencias in the spring.

Since purple mite infestations are likely to develop in November, a miticide should be applied where any mites or eggs are observed. Thorough spray applications on light infestations in November have given periods of control of two to four months. Shorter periods of control have resulted where the miticide was applied where heavy infestations existed.

When inspecting groves for purple mites, the twigs as well as the leaves of the summer and fall growth should be examined. It is very important to take into account the abundance of unhatched eggs. Active mites may not be numerous but eggs may be rather abundant, which is a sign that a heavy infestation may be expected in a matter of weeks. Regardless of the number of eggs and active mites, an application of a miticide at this time of the year should insure protection until January or February. Where it is necessary to treat for rust mites it is especially important to inspect for purple mites and by supplementing a sulfur spray with one of the miticides, an extra application may be avoided.

Rust mite infestations are still common, but if a thorough sulfur application is made, the period of control will be longer than during the summer. During the winter it

takes the mites longer to develop and the sulfur residue is not so likely to be washed off the trees as it is when there are frequent showers. However a more thorough coverage is necessary in winter than in summer because there is very little fumigation effect from sulfur when the temperatures are below 85 degrees.

Scale Control: Use 1 2/3 pounds of parathion per 100 gallons. If it is not practical to use parathion, oil can be used. However it should not be applied on tangerines.

Purple Mite Control: There are now several miticides that can be used for purple mite control. Use 2/3 of a pound of DN Dry Mix or any of the Ovotran wettable brands at 1 pound, or one of the Aramite brands at 2 pounds per 100 gallons. All of the above materials can be mixed with parathion and wettable sulfur. Ovotran can be combined with lime-sulfur but neither DN Dry Mix or Aramite should be used with that material. A 1 1/2 percent DN-Sulfur dust is effective for light infestations if a very thorough application is made. Lime-sulfur should not be depended upon to control purple mites.

Rust Mite Control: A combination of one gallon of lime-sulfur and five pounds of wettable sulfur is the most effective combination. However lime-sulfur should not be sprayed on early varieties of oranges or on tangerines. Wettable sulfur at 7 to 10 pounds per 100 gallons of water or sulfur dust can be used where it is not safe to use lime-sulfur.

For further information refer to the 1953 "Better Fruit Program" or consult the Citrus Experiment Station at Lake Alfred or Fort Pierce.

To avoid both glare and gloom, use subdued lighting in the room where your television set is.

*Written October 23, 1953. Reports of surveys by Harold Holtsberg, Cocoa; J. W. Davis, Tavares; K. G. Townsend, Tampa; J. B. Weeks, Avon Park; and T. B. Hallam, Lake Alfred.

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Growers May Ask Federal Aid To Fight Spreading Decline

At a recent meeting of the directors of Florida Citrus Mutual at Lakeland a movement was started to ask the Federal government to repay grove owners for trees destroyed in fighting spreading decline, a disease which is affecting many groves throughout the "citrus belt", with Polk and Highlands counties most seriously affected.

The plea for aid may go directly to Secretary of Agriculture Benson, when he comes to Florida during November.

Directors voted unanimously to request state and federal reimbursement for growers who push trees down in efforts to stop the advance of spreading decline.

The highly infectious disease, transmitted by the burrowing nematode, a tiny worm, now infects at least 170 groves in Florida with Polk and Highlands counties the hardest hit.

Jim Morton, of Waverly Growers Cooperative, Waverly, brought the subject into the open when he declared spreading decline is far more dangerous to the citrus industry than quick decline, or tristeza.

Prohibitive Cost

Morton told directors something should be done immediately to block further advances of the decline, but he reviewed the history of the disease and said the average grower cannot afford the tremendous money loss involved in pushing out infected trees, plus the recommended four rows of healthy trees on every side of the infected area.

"It's better right now for growers just to leave the infected trees in and get what crop they can from diseased trees," he said.

It was asserted that federal funds had been used to pay cattle-men during the foot and mouth plague of several years ago, and to pay citrus men for trees destroyed during the successful citrus canker battle.

More recently, hogs killed to stop spread of vesicular xanthema, dread swine disease, have been paid for by the state.

Morton urged Mutual put the matter to Secretary Benson and that the secretary either come or send a representative to see the hundreds of grove acres affected by spreading decline.

Plan Collapsed

President Perry Murray of Frostproof said Mutual had planned to take the recent House committee delegation visiting Florida through several afflicted grove areas

here, but adverse weather forced abandonment of the tour prematurely.

G. Franklin Ward, Avon Park, said he had eight acres go bad since 1944, and "I am afraid I have another 12 which will have to be abandoned."

Dr. Camp Urges Voluntary Control

Dr. A. F. Camp, Vice-Director of the Florida Citrus Experiment Station at Lake Alfred, advised a committee appointed by Florida Citrus Mutual that the best and most practical way to combat spreading decline of citrus trees was by a system of voluntary removal.

Dr. Camp said he did not believe a compulsory program of forcing growers to "push out" infected trees could be effected, because research workers have not yet conclusively proved that the measures is absolutely effective.

Headed by G. Franklin Ward of Avon Park, the committee met to follow up on a warning given Mutual directors by Jim Morton of Waverly Growers Cooperative recently.

Drs. A. F. Suit, Alfred Ducharme, and Harry Ford discussed the decline problem with committeemen. Dr. Suit told them the disease is now found in 815 properties, in Polk, Highlands, Lake and Orange counties.

Consumer Purchases Of Fruits And Juices In August 1953

Householders bought only slightly less **frozen concentrated orange juice** in August 1953—4,300,000 gallons—than in the previous month, although prices paid were one cent higher, averaging 17.7 cents per 6-ounce can. At the same time they bought a record volume of **canned "single-strength" orangeade**, almost 60 percent more than in August last year.

About 1,780,000 boxes of **fresh oranges** were purchased by householders in August, an increase of 10 percent over July and 36 percent more than in August last year. Consumers bought 1,360,000 cases of **canned single-strength orange juice**, almost unchanged from July, but one-tenth less than the amount purchased a year ago. Prices paid for California-Arizona fresh oranges were down almost 5 cents per dozen from a year ago, while those of canned orange juice were up 5 cents per 46-ounce can. Combined purchases of fresh oranges, frozen orange juice and canned single-strength orange juice during August were equivalent to 5,810,000 boxes of fruit, 10 percent more than in August 1952.

Householders reported purchasing somewhat more **fresh grapefruit** during August—270,000 boxes—than last year, but the increase was offset by a decline of one-sixth in **canned grapefruit juice** purchases. On a fresh equivalent basis household purchases of canned grapefruit juice and fresh grapefruit amounted to 1,140,000 boxes of fruit—down 10 percent from last year.

Household consumers' purchases of **fresh lemons, lemon juice, and concentrate for lemonade** during August 1953 were equal to 1,055,000 boxes of fresh fruit. This total was up more than one-fourth from August last year. Purchases of frozen concentrate for lemonade were up more than one-half and purchases of canned and bottled lemon juice increased slightly at the same time that purchase of fresh lemons by householders rose almost one-fourth. Consumers paid an average of 12 cents per 5½-ounce can for canned and bottled lemon juice during the month,

about the same as in other recent months but 1½-cents more than a year earlier, while the average price paid for fresh lemons—43 cents per dozen—was down 4 cents. Frozen lemonade prices were almost unchanged.

Consumer purchases of **canned single-strength juices**, totaling about 7,100,000 cases of No. 2 cans in August, were almost as much as in this month of the two preceding years. Compared with a year earlier, purchases of all canned single-strength citrus juices except lemon juice were down, but purchases of pineapple, tomato, and prune juices were up. Prices of all citrus juices were higher than a year ago but prices paid for other single-strength juices changed little.

Consumers bought nearly 3,750 tons of **dried prunes** during August, a one-fifth increase over the corresponding month last year. They paid an average of 27 cents per pound, about 2.5 cents more than in August 1952. **Dried apricot** purchases were down substantially from last August in response to sharply higher prices.

Frozen Juices and Aides

Householders purchased almost as much frozen concentrated orange juice in August—about 4,300,000 gallons—as during July, although prices paid were one cent higher, averaging 17.7 cents per 6-ounce can. Thirty-two percent of all families purchased frozen orange juice during August, the largest proportion during any month so far. The large purchases, in spite of higher prices of some brands, may have been partly associated with the unusually hot weather during August.

Purchases of frozen orange juice were about 10 percent larger than in the corresponding month last year. Purchases averaged 6½ of the 6-ounce cans per buying family, almost the same amount as a year ago, although prices paid averaged a cent and a half higher per can than in August last year. The gain in total purchases compared with a year ago was the result of more families buying during the month.

Frozen concentrated grape juice purchases by householders amounted

to 340,000 gallons during August, a moderate decline from the preceding month, but nearly 40 percent more than in August last year. Prices consumers paid for frozen grape juice averaged 21.4 cents per 6-ounce can almost unchanged from July and the same as a year earlier. About 6 percent of the families purchased during the month, an increase over the proportion that bought in August 1952.

Householders' purchases of canned orangeade, together with frozen and shelf pack concentrate for orangeade on a reconstituted basis, were about 2/3 as large as their purchases of canned single-strength orange juice during August.

Householders bought 509,000 cases, equivalent 24 No. 2 cans, of canned "single-strength" orangeade during the month, about one-fifth more than in July, and a record for any month for which these data are available.

Purchases were almost 60 percent larger than in August last year. Prices consumers paid for canned orangeade averaged 26.9 cents per 46-ounce can, about the same as a year ago. Because of the rise in prices of canned single-strength orange juice, prices paid for canned orangeade during August averaged 5 cents a can less than for canned orange juice. A year earlier the prices of these two products were about equal. Most of the increase in purchases of canned orangeade was the result of more families buying during the month.

Householders also reported buying 285,000 gallons of shelf-pack concentrate for orangeade and 60,000 gallons of frozen concentrate for orangeade. Prices paid for shelf-pack orangeade concentrate averaged 15.8 cents per 6-ounce can, up one cent from a year ago, while those paid for frozen orangeade concentrate were unchanged at 16.5 cents per 6-ounce can.

Frozen concentrate for lemonade purchases by householders during August totaled 1,203,000 gallons, a decline from July, but almost 50 percent more than in August last year. Prices paid by consumers averaged 17.3 cents per 6-ounce

can, almost unchanged from July or a year earlier. Fourteen percent of all families purchased frozen lemonade concentrate during the month compared with 11 percent in August last year.

Householders also reported buying 93,000 gallons of shelf-pack concentrate for lemonade during August, somewhat less than in July and less than in August last year. The decline resulted from fewer families buying.

Canned Juices

Purchases of canned single-strength juice by households during August 1953, were equal to about 7,100,000 cases of No. 2 cans. This volume was almost as much as that purchased during August of the two preceding years. The slight drop was accounted for by smaller purchases of all canned single-strength citrus juices except lemon juice. Compared with a year earlier, purchases of pineapple and tomato juices were up slightly while purchases of prune juice were up nearly one-fourth.

Householders bought almost 1,400,000 cases (equivalent No. 2 cans) of canned single-strength orange juice during August, about one-tenth less than a year earlier. Almost as many families bought canned orange juice during August as a year earlier—14 families per 100—but the average purchases per family were smaller. Prices paid, averaging 32 cents per 46-ounce can, were almost unchanged from the preceding month, but were one-sixth higher than in August a year ago.

Consumers bought a little more than 900,000 cases (equivalent No. 2 cans) of canned grapefruit juice during August, about the same as in the preceding months but one-sixth less than a year earlier. Somewhat fewer families bought grapefruit juice during August than in August a year ago, and their purchases per family averaged 12 percent less. One out of 10 families bought grapefruit juice during the month and their purchases averaged a little more than two of the 46-ounce cans per family. Prices paid averaged 27 cents per 46-ounce can, 5 cents more than in August 1952.

Household purchases of 363,000 cases (equivalent No. 2 cans) of canned orange-grapefruit blended juice during August were almost one-fourth less than a year earlier. Only 4 families per 100 made purchases during August compared with 5 per 100 in August 1952.

Consumers paid an average of 30 cents per 46-ounce can for orange-grapefruit blended juice during the month, up 5 cents from August a year ago.

Purchases of canned lemon juice by households were equal to about 130,000 cases of No. 2 cans, almost the same as in this month a year ago. This level of consumption was maintained at the same time that purchases of fresh lemons and concentrates for lemonade rose sharply compared with a year earlier. Householders paid an average of 12 cents per 5½-ounce can for lemon juice during the month, 1½ cents more than a year earlier.

Purchases by households of about 1,200,000 cases (equivalent No. 2 cans) of pineapple juice during August were almost the same as in the two preceding months. This volume was moderately larger than purchases a year earlier. Pineapple juice was bought by almost 15 families per 100 during the month, the largest number of families purchasing any canned single-strength juice except tomato juice. Prices paid averaged 30 cents per 46-ounce can, one cent more than in August a year ago.

Householders bought almost 1,700,000 cases (equivalent No. 2 cans) of tomato juice during August. This volume was substantially less than the amount purchased during the preceding month, but 8 percent more than a year earlier. Prices paid averaged 26 cents per 46-ounce can, one cent less than in August 1952. Purchases of canned and bottled prune juice by households during August remained at about the same levels as in recent months, amounting to about 400,000 cases (equivalent No. 2 cans). This total was almost one-fourth more than in August a year ago. This resulted from more families buying prune juice and from larger purchases per family. About 65 families per 1,000 bought prune juice during the month, somewhat more than a year earlier, and their purchases averaged about 61-ounces per family. Consumers paid an average of 33 cents per 32-ounce bottle for prune juice during the month.

Fresh Citrus Fruit

Householders bought about 1,400,000 boxes of California-Arizona fresh oranges during August, more than half again as much as in the preceding August, and substantially more than in August of 1950 and 1951. They paid an average

of 37 cents per dozen for California-Arizona oranges during the month, down almost 5 cents from a year earlier. More than one family out of 4 bought California-Arizona oranges during August compared with one family out of 5 in August a year ago. Purchases averaged 2-1/3 dozens per buying family during the month compared with 2 dozens a year earlier.

Consumers bought about 550,000 boxes of fresh lemons in August, almost one-fourth more than a year earlier, and more than in any August for which these data are available. Purchases per buying family averaged the same as a year earlier, 13 lemons, but more families bought lemons. Householders paid an average of 43 cents a dozen for lemons in August, 4 cents less than a year earlier.

Household purchases of fresh grapefruit continued to decline seasonally during August, totaling 267,000 boxes during the month, a little more than a year ago. Prices paid for California-Arizona grapefruit averaged 82 cents a dozen compared with 91 cents a year earlier.

Dried Fruit

During August, households bought about 3,750 tons of dried prunes, according to consumer reports, nearly one-fifth more than in August last year. Purchases, however, were almost unchanged from the preceding month. The increase in purchases compared with a year ago was the result of more families buying dried prunes. Buying families averaged purchasing about 2 pounds of dried prunes each during the month. Prices they paid averaged 27.1 cents per pound, almost unchanged from July, but about 2.5 cents higher than a year earlier.

Householders bought about 190 tons of dried apricots during August, paying an average of about 70 cents a pound. This was approximately 18 cents a pound more than consumers paid a year earlier.

WINNERS OF 4-H AWARDS DUE CONGRATULATIONS

Congratulations from friends and relatives are very much in order for the winners of State 4-H Club Awards now being announced by the U. of F. Agricultural Extension Service. All of the winners have done outstanding work, and the awards they are to receive are in recognition of their ability and achievements.

Materials For Purple Mite Control

W. L. THOMPSON
FLORIDA CITRUS EXPERIMENT
STATION, LAKE ALFRED

Purple mite continues to be a pest of citrus throughout most of the year. Heavy infestations give the leaves a dull grayish color and during the fall and winter months result in leaf drop. Since mites are present throughout the year it is necessary to know which miticide can be used safely under different conditions. The purpose of this article is to evaluate the different miticides now on the market in Florida so the grower can choose the one best suited for the time of the year. When choosing the miticide the important factors to be considered are the effectiveness of the material, toxicity to the trees, and the cost per 100 gallons of dilute spray.

Oil emulsions are still the most effective of any of the insecticides used for purple mite control. Dilutions as low as 3 quarts of an 84 to 90 percent oil emulsion per 100 gallons have been about as satisfactory control as 6 quarts of the emulsion. Oil emulsion has the advantage of being a very good scalecide as well as being excellent for control of purple mites. Unfortunately there is only a limited time during the year when it is safe to use oil and this applies to dilutions as low as 3 quarts of emulsion per 100 gallons. In the post-bloom period it can be used from the time the fruit has set until the average size of the fruit is $\frac{1}{2}$ inch in diameter. If the application is made during the period when the fruit ranges between $\frac{1}{2}$ and $1\frac{1}{2}$ inches in diameter, an injury called oil blotch is likely to develop. During June and July oil sprays can be used for the combined control of purple mites and scale, but August and September applications are likely to adversely affect the solids and retard greening of the fruit. Applications made between October and February may affect the trees in such a way that they will not set the normal amount of bloom or fruit in the spring. There is also the danger of excessive leaf drop and dead wood if freezing weather occurs following fall and winter oil sprays. Dry weather also limits the use of this material.

DN Dry Mix, 40% dinitro-o-

cyclohexyl phenol, has been used commercially for over 10 years and is still very effective. As with all organic miticides, the period of



W. L. Thompson

control has been longer in the cool winter months than during warmer weather. If rain falls within 3 to 4 days after the application of DN the period of control will be shortened, especially where a heavy infestation exists at the time the grove is sprayed. The use of DN Dry Mix is more or less limited to cool weather. It is likely to cause a burn on fruit and foliage in the spring when the temperature is above 88 degrees, but in October or later it causes very little burn at 90 degrees. It is very toxic to succulent foliage at any time so should not be used when the trees are flushing. DN Dry Mix is used at .66 pounds per 100 gallons. It is compatible with the neutral fungicides and nutritional elements that are commonly used in sprays on citrus, but should not be used in alkaline solutions above a pH of 7.5.

DN-111, 20% dinitro-o-cyclohexyl phenol, dicyclohexylamine salt, is almost as effective as DN Dry Mix during cool weather but is less effective during warm weather. Even though it is not so toxic to succulent foliage as DN Dry Mix it should not be used on very succulent foliage nor in the spring when the temperature is above 88 degrees. It is used at 1.25 pounds

per 100 gallons and can be used with the same spray materials that are compatible with DN Dry Mix.

Ovotran, 50% chlorophenyl, p-chlorobenzene sulfonate, is the brand name of a very effective miticide which is also sold under several other trade names. Since it is more of an ovicide, the initial kill is very low and active mites may be observed in the grove for a week or 10 days after treatment. A combination of parathion and Ovotran is effective for immediate control because parathion kills the active mites and Ovotran kills the eggs. However, if it is not necessary to spray for scale control the parathion-Ovotran combination makes an expensive miticide. Ovotran has been used during all months of the year and no injury has been observed on foliage or fruit. The period of control has been longer in the winter than during warm weather. It has been more effective than any of the other miticides except oil when rain fell within one to four days after application. Ovotran is used at 1 pound per 100 gallons and can be combined with all of the materials commonly used on citrus including lime-sulfur.

Aramite, 15% beta-chloroethyl-beta-(p-tertiary butyl phenoxy)-alpha-methyl ethyl sulfite, is another material that has been tested for purple mite control and which is also sold under different brand names. In 1950 (1) Aramite was reported to be less effective than some of the other miticides. During the past year a new formulation has been tried and the results have been comparable with those obtained with DN Dry Mix and Ovotran. Aramite was more satisfactory than DN-111. The longest periods of control, as with the other miticides, were where the applications had been made during cool weather. No injury to succulent foliage or young fruit has been observed. Aramite is used at 2 pounds per 100 gallons and can be combined with wettable sulfur and with the neutral fungicides and nutritional elements, but it should not

(Continued on page 13)

Notes Of The Trade....

YOST HONORED BY WAVERLY COOPERATIVE

H. O. Yost, oldest living member of Waverly Growers Cooperative, was honored by fellow-members at the recent annual meeting of that organization. He was presented with a modern television set. Mr. Yost, who is now living at St. Petersburg, holds Retain Certificate No. 1 in Waverly Cooperative. He was among the first shippers the year Waverly was organized and has been an active member during all of the thirty-nine years since. He was a director for many years and has been an honorary director for the past several years.

SERVICE AWARDS PRESENTED

AS a special feature of its 50th Anniversary Year, the Gulf Fertilizer Company has presented service award pins to over 40 of its employees. Twelve of the honored employees have over 25 years' service each.

In a special program at the plant Mrs. Lemuel R. Woods, widow of the founder of the company, presented the pins, following introductory remarks by Lem P. Woods, chairman of the board, and the announcement of the names by Fred J. Woods, President.

The board chairman highlighted events in Gulf's half-century in the fertilizer industry and the part played by all its employees in helping the company to serve the growers of Florida.

The employee with the longest service is Charlie Wilcher, a Negro who has been with the company 31 years. As the holder of the long-service record, he presented flowers to Mrs. Lemuel R. Woods on behalf of the entire organization.

R. G. Alford, Plant Superintendent, who has completed 28 years, has the longest service of any white employee. He started as a billing clerk in the shipping department.

The man with the longest service on the sales force is O. H. Abbey, who is also the oldest active employee by age. He is 72.

Two retired employees received their 25-Year pins: Philena Griffiths, who started in 1908 as secretary to the late Mr. Woods and served him till 1933 and George

FLORIDIANS SOJOURN AT HOT SPRINGS RESORT

W. L. Waring, Jr., president of Lyons Fertilizer Co., and his wife have returned to their home in Tampa after a several weeks stay at the Majestic Hotel at Hot Springs National Park, Ark.

Both Mr. and Mrs. Waring reported that they benefitted by the baths which have made this resort famous both as a recreation and health center.

Black, who had over 25 years of active service and has been retired since 1943.

A complete list of those receiving service award pins follows:

Over 25 Years

George Black, Charles Wilcher, Neal Butler, Arthur Smith, R. G. Alford, John Austin, Willie Woodson, F. J. Woods, O. H. Abbey, Philena Griffiths, L. R. McLain and L. P. Woods.

Over 20 Years

William Merritt, John Harrison and W. H. Anderson.

Over 15 Years

R. R. Kinard, W. M. McSweeney, W. T. Williams, Jr., W. W. Wood, Robert Walton and Osie Woods.

Over 10 Years

Alma Del Valle, Lewis Gundy, Frank M. Nelson, E. C. Argue, Paul Owens and Edward Stephens.

Over 5 Years

Labe Dorr, J. D. Hardin, Charles Battles, William Ellison, B. T. Jordon, William Webb, C. L. Williams, Michael Marques, Hobert Thicklin, J. H. Williams, Herbert A. Babb, Hinton Stephens, Robert L. Aldridge and Floyd Jordon.

ERUNAM FOR EVERYONE

Scientific humor runs to whimsical gags. One example appearing as a notice in the Cornell Veg-News, a university agricultural newsletter, proclaimed:

"Public demand forces us to release our revolutionary new garden product, ERUNAM (pronounced AIR-OO-NAM). ERUNAM is not just an inert soil conditioner. ERUNAM is not only a miracle-type plant food. ERUNAM is everything! One heaping glob of our magic atomic substance will remake your garden. ERUNAM makes light soils heavy,

SUBSTITUTION OF MALATHION FOR MALATHON

On January 30, 1952, the Interdepartmental Committee on Pest Control approved the name "malathion" as a coined name for the insecticidal chemical O,O-dimethyl dithiophosphate of diethyl mercaptosuccinate. Because of difficulty encountered in the trade-marking of the name selected at first, the commercial sponsor, the American Cyanamid Company, decided to change the name to "malathion." The American Chemical Society and the American Medical Association are agreeable to the change. Malathion has been registered with the Trade-Mark Division and released for general use. On March 27, 1953, the Interdepartmental Committee on Pest Control approved the name "malathion" as a coined (generic) name for the chemical in question.

heavy soils light, and steadfastly ignores medium soils. ERUNAM is a selective pesticide; it kills harmful weeds, bugs, and diseases while fraternizing with the approved ones. Better yet, ERUNAM has the Good Wormkeeping Seal of Approval. ERUNAM contains decomposed chlorophyll; your garden will never smell the same. ERUNAM contains no nasty chemicals; it's purely organic. One pound of this concentrated product is equivalent to 16 ounces. Write for our trial garden-size bucket today. Remember—ERUNAM spelled backwards is . . . "

But Prof. H. J. Carew, author of the parody, underestimated the gullibility of the public. More than 40 trusting individuals from Massachusetts to Missouri seriously requested "trial garden-size buckets" of ERUNAM.—From Newsweek as quoted in Reader's Digest.

PLATT IS NOW DISTRICT AGENT IN WEST FLORIDA

Appointment of W. J. Platt, Jr., as district supervisor of county agents in northern and western Florida has been announced by Director H. G. Clayton of the Florida Agricultural Extension Service. Mr. Platt has been county agent in Volusia county since November, 1946.

Orange Crop Not Excessive Says Florida Citrus Mutual

Florida's new crop of oranges, estimated by the government at 79,000,000 boxes, "is not excessive" and growers should realize a "reasonable profit" from this variety, Florida Citrus Mutual is telling its members in an evaluation of the new season.

Mutual delayed any detailed analysis on grapefruit, however, until its efforts to expand existing outlets and develop new ones can be more accurately appraised.

The big cooperative forecast that 39,500,000 boxes of oranges would be used by frozen concentrators to make 53,325,000 gallons of their product. This compares with 32,500,000 boxes used last season to make 46,500,000 gallons. Yield this season is estimated at slightly less than the almost one and a half gallons of concentrate from a box of oranges last season.

Mutual also told its members that the "on-tree average return for early variety oranges will be considerably better than last season." The prospects over-all for oranges are called "slightly more favorable than last season," based on expected production, the existing low inventories of processed products including concentrate and national income.

In addition to the almost 40,000,000 boxes of oranges which will go for concentrate, here is how Mutual thinks the rest of the crop will be used.

Fresh fruit market, 23,000,000 boxes, same as last season; processed, other than frozen concentrate, 13,000,000 boxes, same as last season; home consumption and other non-commercial usage, 3,500,000 boxes, 200,000 boxes less than last season.

Mutual said frankly that "the outlook for grapefruit returns cannot be forecast with safety at the present time.

"The crop is larger than last season. Whether it will prove unwieldy depends principally on the success achieved in bringing several projects to completion for expanding existing outlets and creating new ones. The industry is strong enough and has sufficient know-how to realize the full poten-

tial possible in increasing the utilization of this grapefruit crop by taking advantage of the programs now being developed."

The new Florida grapefruit crop is forecast by the government at 37,500,000 boxes, 5,000,000 boxes more than utilized last season. Total U. S. supplies of grapefruit, Mutual said, will be 44,530,000 boxes, based on the U. S. forecast, compared with 38,330,000 boxes in the 1952-53 season.

Texas' estimated production is up 700,000 boxes to 1,100,000 boxes. At its peak, Texas produced 24,000,000 boxes of grapefruit prior to two disastrous freezes. Arizona's grapefruit production is estimated up 500,000 boxes. No official forecast has yet been issued on California grapefruit.

Mutual said there were a number of "favorable factors which should be considered in any appraisal of prospects for disposing of Florida's grapefruit production this season." These are listed as:

Early start, favorable processed goods inventories, exports, school lunch program, "summer" bloom, comparatively modest orange crop and increased advertising tax.

As of Sept. 26, Mutual said, the Florida Canners Association reported 438,602 cases of grapefruit juice on hand, only a little more than half as much as on the same date a year ago and only slightly more

than a fifth as much as on Sept. 29, 1951. Similar low stocks are reported on grapefruit sections and on blended juice, the latter usually composed of 60 per cent grapefruit juice.

Frozen orange concentrate stocks also are at an extremely low level. There were 7,727,018 gallons on hand on Oct. 1 in salable, retail sizes. Sales in August and September approximated 3,500,000 gallons each month.

"This indicates there will be only 4,000,000 gallons on hand on Nov. 1," Mutual asserted, "compared with more than 7,500,000 gallons on the same date a year ago."

Mutual foresaw a possibility that 2,000,000 boxes of grapefruit might be utilized through export channels, "including the export subsidy payment program and the several foreign aid and foreign trade plans either already authorized by Congress or being given serious consideration. Everything possible is being done to hasten the start of these programs and to have Florida grapefruit designated an eligible item for participation."

Summarizing its own efforts on grapefruit, Mutual told its members that "every possible utilization angle is being exploited and no stone will be left unturned in the industry's efforts to dispose of the grapefruit crop profitably."

Citrus Growing States To Combine Sales Efforts

The Florida and California citrus industries will combine their efforts in 1954 for a series of three nation-wide sales campaigns on fresh and processed citrus products, the National Citrus Merchandising Committee has announced following a meeting in Chicago recently.

Russell Z. Eller, Sunkist Growers, Inc., Los Angeles, Chairman of the Committee, said the promotions will be led off by a nine-day drive starting January 14, with the theme, "Eat, drink, and be healthy". Eller

was elected Chairman for the coming year, succeeding Ralph M. Henry of the Florida Citrus Commission, Lakeland.

Next in the series will be a "Citrus Sunshine Round-Up" promotion, now slated to get underway on March 18, also for a nine-day period. Last of the nation-wide drives will be the second annual "Summer Citrus Picnic" campaign, scheduled to run from June 10 through June 19.

The dates and themes for the

three drives were agreed upon after conferring with the Committee members representing national chains, leading voluntary groups, regional chains, and independent food store operators, Eller explained.

"It was the general consensus of opinion at our Chicago meeting that the promotions sponsored by the National Citrus Merchandising Committee have, in the past, been extremely helpful in combining the efforts of the several producing areas to obtain the maximum movement of citrus fruit with the co-operation of the wholesale and retail trade", Eller continued.

He added that the 1954 plans call for retail food stores to be supplied with kits filled with colorful point-of-sale display material, and various sizes of advertising mats which may be used by the retailer in tying in his own advertising with that of the producing areas.

He pointed out that, during the 1952-53 season, nearly 50,000 retail food outlets throughout the country were supplied with citrus merchandising kits for promotions of the National Citrus Merchandising Committee.

"The results of these promotions, financially, have been very satisfactory for all parties concerned", Eller declared, "and we believe the outlook for 1954 is even more promising, taking into consideration the size of the crops now anticipated."

Others attending the Chicago meeting included Clark Donmyer, Mutual Orange Distributors, Redlands; Paul S. Patterson, Advertising Director, Florida Citrus Commission; R. M. Henry, Sales Service Director, Florida Citrus Commission; C. C. Rathbun, Florida Canner's Association, Tampa; Marvin H. Walker, Florida Citrus Canners Cooperative, Lake Wales; Alan T. Rains, United Fresh Fruit and Vegetable Association, Washington; R. M. Holman, Wesco Foods, Cincinnati; M. J. Baum, A & P Tea Company, Chicago; Lee Thomson, Jr., National Association of Retail Grocers, Chicago; James C. Morton, Florida Citrus Mutual, Lakeland; Howard H. Heisy, Florida Citrus Mutual, Chicago; Paul Dillard, Florida Citrus Commission, Cincinnati; and John H. Forshe, J. Walter Thompson Company, Lakeland.

God offers to every mind its choice between truth and repose. Take which you please—you can never have both.

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You've heard it called the *fourth element* in the fertilizer bag—*Soluble Magnesium*. For good enough reasons, too. This plant food element is an essential part of a properly-balanced fertilizer in crop growing areas where soil conditions require the addition of magnesium.

Magnesium is essential to the healthy growth of citrus. Magnesium deficiency reduces crop yield . . . fruit is smaller . . . has less flavor and a lower vitamin content. Trees shed leaves and drop fruit and are more sensitive to drouth and cold.

The easiest, most practical and economical way to apply soluble magnesium to your crops is with *Sul-Po-Mag* in mixed fertilizer. *Sul-Po-Mag* supplies sulfate of potash and sulfate of magnesium, both in soluble form, immediately available to growing crops.

Leading fertilizer manufacturers regularly include *Sul-Po-Mag* in their quality grades to supply soluble magnesium—the fourth plant food element.

So look for it *in the bag* and *on the bag*: Nitrogen—Phosphate—Potash—*Magnesium*. And just to be sure—ask your dealer for a fertilizer containing *Sul-Po-Mag*—you'll be glad you did.



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Canned Citrus Juices Save Housewives' Time

Eight million days of leisure has been squeezed into the lives of American housewives through the time saved them by canning and concentrating of Florida citrus juices, Louis Ratzesberger, Jr., President of National Canners Association, told 22nd Annual meeting of Florida Canners Association in Miami Beach October 15-16-17.

Almost 4 out of every 5 servings of juice in the home are commercially prepared, he said. Florida canners also were praised for building production of frozen citrus juices from zero to almost 49 million gallons in the past 5 years. Frozen citrus juices are being consumed at the rate of about 11½ pounds per person, he said. Canned juices show a per capita consumption of more than 13 pounds a year now, compared to less than 4 pounds pre-war, he stated.

A good outlook for the canned foods industry was forecast, by the NCA executive, since consumer demand is high and prices low. The industry will find itself in an excellent position during the coming year, he predicted, since prices are expected to level off even further.

He termed rise in consumption of processed fruit juices "spectacular", and commended the Florida canners especially for alertness in finding new customers and uses for their products.

Development of markets for processed fruit juices, he said, "is an outstanding example of expanding agricultural output without government loans, subsidy, or storage facilities."

Half a million "retailers" of food serve 65 million meals a day, furnishing a market that canners should no longer treat like an "orphan", Harold H. Jaeger, director of marketing bureau for Can Manufacturers institute, told the canners.

People send \$1, out of every \$4 paid for food, in "eating out," he said. This "institutional" market has tripled since 1940, it was explained. It now represents a 15 billion dollar food business done through restaurants, hotels, cafeterias, soda fountains, hospitals, and other "mass feeding" establishments.

"When the average American family eats at home, 10 cents of the food dollar goes into canned goods of one kind or another," Jaeger said. "When America eats out, only 3 pennies of every dollar goes to canned foods."

The speaker explained how the can manufacturers are working on a program to help canners promote sales with those who serve away from home consumers. Principal reasons why canners are not doing better with this better outlet, from a volume standpoint, he said are: preoccupation with grocer outlets, spectacular growth of the market, and false idea that it is a specialty business.

In a survey of wholesale grocers selling to institutions, it was found that 50% said selling to institutions was more profitable than sales to retail stores. Reasons given by those who preferred institutional selling are: better mark-up, not as competitive, larger dollar volume, heavier buying, fewer deliveries, and direct sales.

Canners of Florida citrus products, like other canners, should concentrate on this growing market, he declared.

Factors affecting the purchase of canned foods, with emphasis on canned fruits and fruit juices, were discussed and demonstrated with statistical charts, by Dr. Howard L. Stier, director, division of Statistics, National Canners Association.

Frozen orange juice, he showed, is being used 14% more often than it was a year ago. The upswing in consumer popularity of canned citrus juices is even sharper in rural areas and among low-income groups, he said. How taste, price, season of the year, consumer areas, and level of income affect the various products also were pointed out by the NCA statistician.

Officers of the association for 1953-54 elected during the convention are: Dr. Ralph L. Miller, Director of Research, Plymouth Citrus Products Cooperative, Plymouth, Florida, President; P. H. Fish, California Packing Corp., Tampa, First vice-president; John A. Snively, Jr., Snively Groves, Inc., Winter Haven,

Second vice-president; R. C. Lewis, Bordo Products Co., Winter Haven, Treasurer; and C. C. Rathbun, Tampa, was re-elected Executive Secretary.

DR. PAUL OMAN TO HEAD DIVISION OF INSECT DETECTION AND IDENTIFICATION

Dr. Paul W. Oman, U. S. Department of Agriculture authority on leafhoppers, which are among the most serious plant disease-spreading insect pests, has been named as leader of the Division of Insect Detection and Identification, Bureau of Entomology and Plant Quarantine. Recently returned from the Far East where he had been serving for the past three years as medical entomologist with the Armed Forces, Dr. Oman replaces C. F. W. Muesebeck, who becomes consultant in insect taxonomy for the Department.

The Division which Dr. Oman will lead—identifies, classifies and carries on taxonomic studies of insects for research entomologists both here and abroad, and directs a cooperative nationwide insect pest survey and reporting service, set up to forewarn agricultural producers, manufacturers and distributors of insecticides and equipment, and others of current and impending insect conditions.

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MATERIALS FOR PURPLE MITE CONTROL

(Continued from page 8)

be used in sprays containing lime or lime-sulfur.

In Table 1 are shown results of experiments conducted during 1952

and 1953 with the various miticides.

Literature Cited

1. Thompson, W. L. and J. T. Griffiths, Jr. The purple mite and its control. Proc. Fla. State Hort. Soc. 63:42-47. 1950.

Table 1.
Comparisons of Purple Mite Control with Various Miticides

Materials and Concentrations per 100 Gallons of Spray		Pre- spray	Percent Dec. 29	Infested Jan. 22	Leaves Feb. 17		
Exp. No. 1—Sprayed November 25, 1952			Grapefruit				
Ovotran	1.00 lbs.	34	1	1	2		
Aramite	2.00 lbs.	32	1	1	3		
DN Dry Mix	.66 lbs.		1	1	8		
No treatment		18	20	26	44		
			Oranges				
Ovotran	1.00 lbs.	43	2	1	1		
Aramite	2.00 lbs.	66	2	1	10		
DN Dry Mix	.66 lbs.	58	3	1	8		
No treatment		38	30	27	44		
Exp. No. 2—Sprayed December 10, 1952			Nov. 21	Dec. 29	Feb. 2		
Ovotran	1.00 lbs.	31	18	12			
Aramite	2.00 lbs.	80	1	11			
DN Dry Mix	.66 lbs.	33	2	13			
DN-111	1.25 lbs.	39	2	30			
No treatment		42	65	60			
Exp. No. 3—Sprayed December 10, 1952			Dec. 8	Jan. 2	Jan. 28	Feb. 14	
Oil Emulsion (84%)	6.00 qts.	74	3	17	24		
Oil Emulsion (84%)	3.00 qts.	67	7	12	23		
Ovotran	1.00 lbs.	59	10	33	30		
DN-111	1.25 lbs.	58	9	32	62		
Aramite	2.00 lbs.	47	6	21	48		
No treatment		55	38	42	34		
Exp. No. 4—Sprayed January 6, 1953			Jan. 2	Jan. 21	Feb. 14	Feb. 27	
Oil Emulsion (90%)	6.00 qts.	96	3	8	19		
Ovotran	1.00 lbs.	92	5	12	25		
Aramite	2.00 lbs.	84	22	37	80		
DN-111	1.25 lbs.	91	11	25	53		
No treatment		93	95	90	93		
Exp. No. 5—Sprayed January 26, 1953			Jan. 12	Jan. 30	Feb. 14	Feb. 27	Mar. 6
Oil Emulsion (90%)	6.00 qts.	26	1	2	6	4	
Oil Emulsion (90%)	3.00 qts.	27	0	1	4	9	
Ovotran	1.50 lbs.	41	14	6	6	10	
Aramite	2.00 lbs.	45	0	4	6	11	
Niagaramite*	2.00 lbs.	28	0	0	5	4	
DN-111	1.25 lbs.	41	3	8	17	11	
No treatment		31	38	46	40	46	
Exp. No. 6—Sprayed March 31, 1953			Mar. 30	Apr. 7	Apr. 25	May 22	
Orthotran**	1.00 lbs.	73	1	6	79		
Aramite	2.00 lbs.	47	1	3	65		
Niagaramite*	2.00 lbs.	75	1	4	49		
DN-111	1.25 lbs.	42	1	15	99		
DN Dry Mix	.66 lbs.	61	1	5	72		
No treatment		74	30	61	83		
Exp. No. 7—Sprayed April 1, 1953			Mar. 27	Apr. 7	Apr. 24	May 21	
Oil Emulsion (90%)	3.00 qts.	59	2	2	15		
Ovotran	1.50 lbs.	42	9	11	73		
Ovotran	1.00 lbs.	33	7	10	56		
Aramite	2.00 lbs.	31	1	4	55		
Niagaramite*	2.00 lbs.	39	1	5	76		
DN-111	1.25 lbs.	14	0	3	52		
No treatment		29	24	50	59		

*Same active ingredient as Aramite.

**Same active ingredient as Ovotran.

Supplements in Miteicide Sprays

Experiments 1 to 4 inclusive. Wettable sulfur 5 lbs.—100 gallons.

Experiment No. 6. Basic copper 1.5 lbs., Wettable sulfur 5 lbs.—100 gallons.

Experiment No. 7. Basic copper 1.5 lbs., Nu-Z 2 lbs., Wettable sulfur 5 lbs.—100 gallons.

Revised Grade Standards for Canned Fruit Cocktails

The U. S. Department of Agriculture announced that revised grade-standards for canned fruit cocktail became effective August

17, 1953. The revised standards include practically the same changes from the 1941 grade-standards as those contained in the proposals published in the Federal Register of May 7, 1953 and on which comments were invited.

The requirements with respect to unevenly colored cherries are slightly more restrictive in Grade

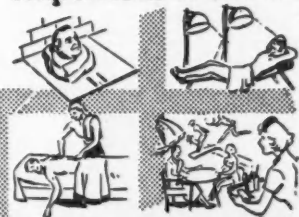
A (or Fancy) than in the 1941 standards. The maximum blemished units of 10 percent for the peach, 10 percent for the pear, and 12½ percent for the pineapple portions in Grade B (or Choice) are also more restrictive than in the 1941 standards.

Minor changes deal with the factors of clearness of liquid media, uniformity of size, and character. The table of drained weights covers additional containers, including common glass-packs, to conform with the Food and Drug "Standard of Fill" of 65 percent of water-weight capacity.

EXTENSION SERVICE HAS ORNAMENTALS SPECIALIST

The Florida Agricultural Extension Service is now in position to help county and home demonstration agents serve the people of the state more effectively in the field of ornamental horticulture, according to Director H. G. Clayton. The director has recently announced the appointment of Dr. E. W. McElwee as ornamental horticulturist with the Extension Service, following approval by the State Board of Control.

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SCALY BARK RULE 15 IS DROPPED BY PLANT BOARD

Repeal is being announced of Rule 15 of the rules and regulations of the State Plant Board, which prohibits the movement of citrus planting stocks from nurseries harboring scaly bark. This disease, sometimes called nailhead rust or leprosis, first made its appearance in Pinellas County, Florida during the 1860's. In the beginning scaly bark spread slowly, involving several acres of grove. Then suddenly it jumped into an adjoining nursery, and in later years many groves in the surrounding country, planted with stock from this nursery were reported to have developed severe cases of scaly bark. By 1906 the disease had become sufficiently important to warrant research into its cause and means for its control. Out of this work came the finding that scaly bark was caused by a fungus, *Cladosporium herbarum* var. *citricolm*.

Spread of this disease continued, and apprehension concerning its destructiveness ran so high that the State Plant Board took vigorous measures in 1917 to curb its further dissemination by formulating Rule 15

which quarantined all infected areas. However, by 1925 the disease, although known to be widespread throughout the citrus belt, had abated in destructiveness due to the spraying and dusting programs generally followed by growers and it was deemed safe to amend Rule 15 to the form in which it exists at the present time.

In recent years research in Argentina and at the Florida Citrus Experiment Station disclosed the fact that the *Cladosporium* fungus was not the primary casual agent, and that this honor actually goes to a mite of the genus *Brevipalpus*. This red spider happens to be particularly susceptible to sulfur, and consequently is quite readily controlled by the same spray schedules currently in routine use for other pests. This advance in the understanding of scaly bark now makes it possible to simplify the rules and regulations by dropping Rule 15, a change which will appear in the forthcoming regulations to be published shortly by the State Plant Board.

SAVANT JOINS FLORIDA CITRUS COMMISSION

The Florida Citrus Commission has announced the employment of

Warren E. Savant as statistician, effective October 5, succeeding Herman F. Steele, who resigned recently to join the staff of Florida Citrus Mutual.

Savant, 34, is now a resident of New Orleans where he has been owner and operator of a fresh citrus juice processing plant, according to Robert C. Evans, Commission general manager.

He is a graduate of Louisiana State University with bachelor's and master's degrees in agricultural economics, majoring in marketing of fruit and vegetables, and served as a pilot in the U. S. Navy during the World War II, Evans said.

Prior to opening his own business five years ago, Savant served as a marketing specialist with the Louisiana State Commissioner of Agriculture at Baton Rouge.

Savant is already acquainted with the operation of the Florida citrus industry, having made contacts with various fresh fruit shippers in the past several years to obtain Florida oranges for use in his fresh juice business, Evans explained.

"Mr. Savant is also well known to some members of the University of Florida's department of agri-


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cultural economics and comes to us highly recommended for this important position on the Commission's staff," Evans said.

Savant's duties at the state agency will consist largely of preparing the periodic statistical reports issued by the Commission to the industry, processing license applications and special permits necessary for citrus fruit dealers, and acting as assistant to the general manager in handling administrative work.

HUMAN CARELESSNESS CONTRIBUTES TO FIRE DAMAGES

It is a sad commentary on human beings, but the emphasis upon "human carelessness as the biggest fire hazard of all" was made during Fire Prevention Week, Oct. 4-10, and was based on solid fact. Just plain human carelessness, in one form or another, is to blame for all preventable fires, fire prevention experts say.

STATE OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946, OF THE CITRUS INDUSTRY, PUBLISHED MONTHLY AT BARTOW, FLORIDA, FOR OCTOBER, 1953.

STATE OF FLORIDA,
COUNTY OF POLK.

Before me, a notary public in and for the State and County aforesaid, personally appeared S. L. Frisbie, who having been duly sworn according to law, deposes and says that he is the Editor of The Citrus Industry and that the following is to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March, 1922, embodied in Section 537, Postal Laws and Regulations, printed on the reverse side of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher — Associated Publications Corp., Bartow, Fla.

Editor — S. L. Frisbie, Bartow, Fla.

2. That the owners are:

Associated Publications Corporation, Bartow, Florida.

S. L. Frisbie, Bartow, Fla.

S. Lloyd Frisbie, Bartow, Fla.

Loyal Frisbie, Bartow, Fla.

Richard R. Frisbie, Bartow, Fla.

B. L. Gable, New York, N. Y.

F. L. Skelly, Orlando, Fla.

B. W. Skinner, Dunedin, Fla.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are:

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholders or security holders appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold that of a bona fide owner.

S. L. FRISBIE,
Editor

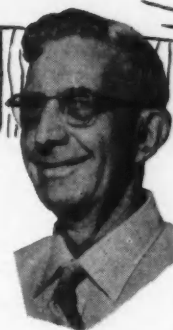
Sworn to and subscribed before me this 26th day of September, 1953.

RHEA L. SUTTON, Notary Public

My commission expires Jan. 21, 1956.



the man
of our
50th year...



Mr. F. M. Hahs

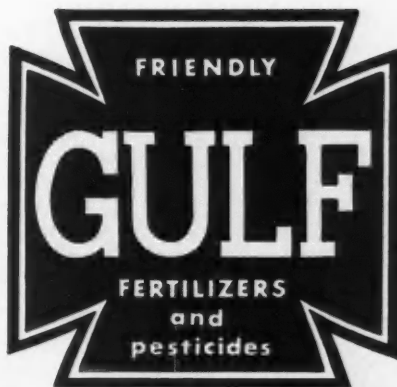
OUR LONGEST STEADY CUSTOMER . . . THE WINNER OF A \$500 CASH REWARD is Mr. F. M. Hahs, Route 1, Box 114, Lutz, Florida. March 4, 1915 . . . that's the date that Mr. Hahs made his first purchase of Gulf Fertilizer and he's used Gulf Brands every year since that time.

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Reports Of Our Field Men . . .

HIGHLANDS AND POLK COUNTIES

J. T. Griffiths and J. K. Enzor, Jr.

Rains in early October delayed the fall fertilizer application in this area. By late October growers were beginning to fertilize and most fertilizer will be applied by the end of November. There is a definite trend away from the radical practices of the past several years and growers are operating on a much more conservative and potentially satisfactory program.

Fruit drop, particularly on Early oranges, has been common. In two blocks we have noticed that fruit spurs are dying. This has resulted in formation of an abscission layer and the fruit drops.

We ran across an interesting note by Professor H. J. Carew in the Cornell Veg-News which proclaimed:

"Public demand forces us to release our revolutionary new garden product, ERUNAM (pronounced AIR-OO-NAM). ERUNAM is not just an inert soil conditioner. ERUNAM is not only a miracle-type plant food. ERUNAM is everything! One heaping glob of our magic atomic substance will remake your garden. ERUNAM makes light soils heavy, heavy soils light, and steadfastly ignores medium soils. ERUNAM is a selective pesticide; it kills harmful weeds, bugs, and diseases while fraternizing with the approved ones. Better yet, ERUNAM has the Good Wormkeeping Seal of Approval. ERUNAM contains decomposed chlorophyll; your garden will never smell the same. ERUNAM contains no nasty chemicals; it's purely organic. One pound of this concentrated product is equivalent to 16 ounces. Write for our trial garden-size bucket today. Remember—ERUNAM spelled backwards is . . ."

Notify us if ERUNAM will fill your needs.

NORTH CENTRAL FLORIDA

V. E. Bourland

Weather conditions have been good for the last week, but it started raining again last night, and has rained most all day to-

day. Low land groves in this section are still too wet to cultivate, and have been damaged severely, also lots of trees are dead, even to the old seedlings, however the high land groves are looking good and have been cultivated, that is, cover crops cut. Quite a bit of fruit is passing the test and being picked.

WEST CENTRAL FLORIDA

J. E. Mickler

Inasmuch as the weather has been the most troublesome feature lately it is good to report that at last we have seen some change for the better in this section. It still shows its effect in the maturity of fruit and changing shipping dates. Too, the pastures are depleted of nitrogen to the extent that wise pasture men will give that fact close attention. After animals have lost in every respect is a poor time to try remedying the situation.

Grove owners too should study with care the treatment the trees get in feeding this Fall inasmuch as this period is the most important time. There can be no better than a Lyonizing Program.

SOUTH POLK, HIGHLANDS, HARDEE AND DESOTO COUNTIES

C. R. Wingfield

After the hurricane that crossed the state from Punta Gorda to Melbourne, which brought with it more drenching rains, we have had a few days of fair open weather. But before much relief could be noticed from high waters there was another slow rain lasting a night and a day. This added to the perilous conditions already existing in the vegetable crops.

High land citrus groves are in good condition but from all indications they will need feeding earlier than usual due to the heavy rainfall.

Rust Mite and Red Scale are still active and corrective measures should be taken.

SOUTHWEST FLORIDA

Eaves Allison

After the most rugged September and early October in the recent history of this part of

the country, we begin to see a little daylight. Tomato crops now—Oct. 16th—have for the most part pulled through the flooding rains, except for some areas around Punta Gorda and Fort Myers. Most of the tomatoes in the Ruskin-Palmetto section are still with us, although generally they look like something the dog dug up! Peppers, cukes, etc. suffered heavily, as did gladiolus, celery and what have you. Rainfall for the period varied from eighteen to thirty inches! Time will tell what the final balance sheet will show. May be good—who knows?

Citrus is O. K. Of course there will be some root damage to some of our trees, as we are in a wet-footed area down here. However, fruit quality is good.

PASCO AND HILLSBOROUGH COUNTIES

E. A. McCartney

There have been heavy rains throughout this section the same as all over the state. Citrus is not damaged except in a few low spots. The Fall application of fertilizer will be heavier than usual on account of the rains. The fertilizer deliveries have been held up until a few weeks ago and now everyone is anxious to get started and naturally there will be some delay in making these deliveries. Trees are looking fine and early oranges are maturing very fast. There is still a question as to grapefruit prices.

Webster has been hard hit on account of the wet weather but a good lettuce crop is anticipated.

NORTH HILLSBOROUGH AND PINELLAS COUNTIES

J. A. Hoffman

For the past few weeks the weather has been very favorable for citrus growers. Heavy rains have let up with only occasional showers.

There has been much need for additional dusting or lime sulphur sprays due to heavy rust mite populations on the leaves in the tops of trees, causing greasy melanose. In some groves there has been a heavy infestation of scale causing a droppage of fruit. Groves should be carefully checked and a scalcicide applied if necessary.

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Uncle Bill Says;

Have you ever gone to a doctor and paid for advice as to how to improve your physical condition . . . and then when you left his office decided that it wasn't necessary to follow the doc's advice? If you are like us we know without answering that a lot of you folks have done jest that . . . we have.

Most of us citrus growers has got more sense about follerin' the advice of experts whom we consult regardin' our citrus growin' problems than we have when it comes to follerin' our own doctor's counsel or in takin' the medicine he gives us.

So it would seem that when they is something that may affect our pocket books we're a heap more considerate than we are when only our life is involved . . . which from the standpoint of raisin' good citrus is okey . . . and fortunately fer most of us citrus growers they is plenty of expert counsel available to every grower . . . without pay.

Your Experiment Station folks and your fertilizer company sales and field men are always glad to consult with you whenever your trees ain't producin' as they should be or if insect pests seem to be tryin' to take over . . . or when any other problem comes up that needs curin' . . . and it's because so many citrus growers has learned how to cure such troubles, or because they are willin' to accept the counsel of folks who know the answers, that citrus production has grown so fast these past few years.

Speakin' about the citrus crop and the market fer it, seems like this year the outlook is pretty good . . . 'specially since folks over the country has gotten to like all citrus better 'n better . . . so much so that it's reported that practically all of last year's supply of citrus juice and citrus concentrate and citrus hearts was exhausted when this season's crop started to come in.

We've got our troubles all right . . . but we've had 'em ever since the first citrus tree was planted in the state, and we've made tremendous advances over the years . . . and we're still goin' strong . . . we'll keep right on goin' that way . . . so us smart fellers ain't never goin' to neglect our citrus trees or our citrus.

FLORIDA CITRUS QUEEN TO GET OVERSEAS TOUR

An extended overseas tour, with visits to the free nations considered as potentially important countries in the use of Florida citrus products is in prospect for the 1954 Florida Citrus Queen.

While plans are necessarily tentative with many details such as transportation, escorts, schedules and passports to be cleared up, Phil E. Lucey, general manager of the Florida Citrus Exposition at Winter Haven said that the dream trip for the queen and a companion is "definitely in the making."

Tentative plans call for the 1954 Florida Citrus Queen to visit West

Germany, France, Holland, Belgium, The Netherlands and the Scandinavian countries as a goodwill ambassador for Florida citrus.

Nationwide publicity for the 1954 Exposition will result from the Tom Moore "Ladies Fair" radio show which will start a six-months run from the Florida Citrus Build-

ing here Oct. 26. This year, with the exception of Exposition Week, the Tom Moore shows, heard at 11 a. m., Monday through Friday on the entire MBS network, will be transcribed a week in advance, to allow more flexible shows and closer editing and timing.

Classified Ads

SUPERIOR CITRUS TREES — Now available on Rough Lemon, Sour Orange, Sweet Orange, and Cleo Rootstocks. Prices \$1.10 up, depending on the size and number ordered. Also Seedlings for lining out of all varieties. Write for "Tips To Growers."

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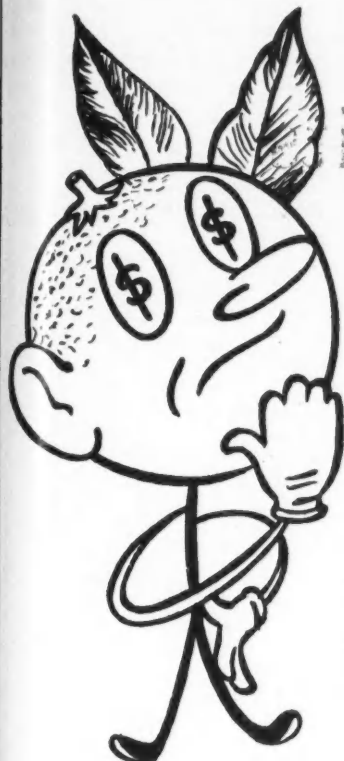
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